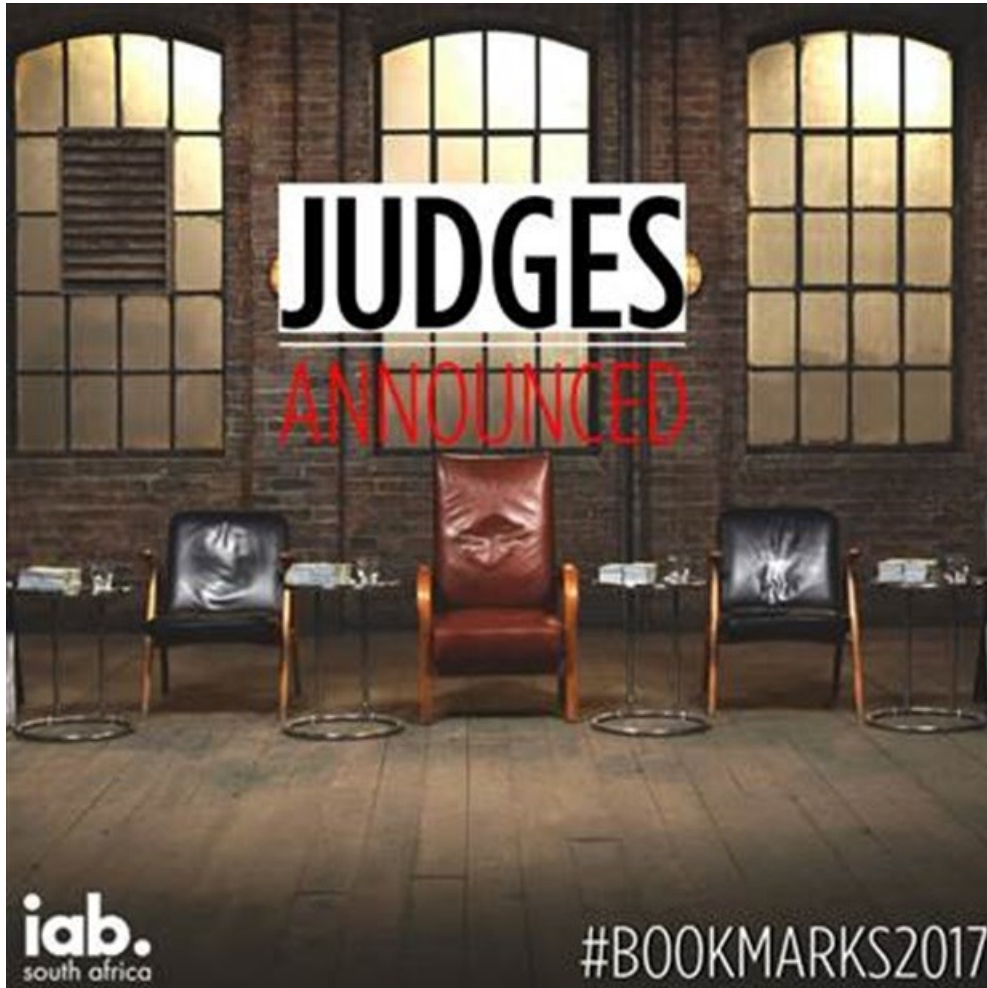


IAB SA Bookmark Awards 2017 judges announced

The judges for next year's IAB SA Bookmark Awards have been announced, led by jury president John Dixon. The 2017 judges features more diverse industry players than ever before.



Josephine Buys, CEO of IAB SA says, "Our mid-year, judges workshop yielded valuable insights from the best in the business for judging the Bookmarks 2017. We have secured the time and talent of some of the brightest minds in digital and have expanded our pool of experts to include gamers, innovators and engineers."

Judges will now fall under the categories of Marketers, Builders, Publishers, Gamers and Innovators & Engineers. A special team of judges has also been formed to award the Special Honours for 2017.

John Dixon will be Jury President for 2017, bringing with him several years' experience leading the judging of the Bookmark Awards, including extensive knowledge as board member of the Association of Communication Agencies (ACA), and participant on the Financial Mail Adfocus and Finweek AdReview jury panels.

“I am excited to lead the Bookmarks judging for 2017. Each year, the talent gets stronger and stronger, and it is fascinating to witness how the leaders in our industry are driving digital forward.”

The first round of judging will take place remotely from 20 January to 13 February 2017, where each of the judges will enter their scores confidentially online. Then, on 24 & 25 February, all judges will meet in Johannesburg and Cape Town to debate and submit their final vote.

Entries are scored as follows:

General Criteria

- Creativity/Innovation: 30%
- Technical Accomplishment: 30%
- Results Achieved: 40%

Craft Criteria

- Quality of Work Produced: 60%
- Technical Difficulty or Accomplishment: 40%

Dixon adds, “This year’s entries show terrific scope and promise. The decision on the winners for each category will undoubtedly be a tough one. This only reinforces why winning a Bookmark Award is such a defining achievement.”

At this stage, judges will view the material on a screen, discuss the entry and then vote on a handheld device, allocating a percentage to the criteria above. The system ignores the highest and lowest scores and averages out the rest. Each entry gets a percentage, with the final scores being verified and signed off by the Jury President.

The full list of judges

Marketers	
Jury Chair: Gareth McPherson	Publicis Machine
Brian Carter	Liquorice
Jason Xenopoulos	NATIVE VML
Kerry Friend	FCB
Melissa van Zyl	M&C Saatchi Abel
Anna Vaulina	Showmax
Chris Gotz	OFyt
Tseliso Rangaka	Ogilvy
Justin Gomes	FoxP2
Carl Jordan	The Newsroom
Eric van Rookhuysen	MEC Global
Kabelo Moshapalo	Digital Arts Network
James McKay	Mrum
Felix Kessel	Leo Burnett
Alistair King	KingJames
Greg Banach	Greg Banach

Builders	
Jury Chair: Claire Cobble Dick	Gumtree

John Beale	Eight Thinking
Antonio Petra	FCB
Mzamo Masito	Vodacom
Adam Brandt	Gorilla
Paula Hulley	Gloo@Ogilvy
Luke Jedeikin	Superbalist
Jessica vd Westhuizen	Punk
Catherine Murray	Creative Spark
Anne Dearnaley	PHD South Africa
Camilla Clerke	Hellocomputer
Ivo Vegter	Ivo Vegter
Johan Steyn	Nurun
Prakash Patel	Fogg
Miles Murphy	Liquorice
Jacqui Maroun	NATIVE VML

Publishers	
Jury Chair: Izak Mnnaar	SABC Digital
Claire Cobbledick	Gumtree
Philani Mdingi	Maverick Mind
Mark du Plessis	Spark Media
Chris Louw	Caxton Digital
Tim Bradley	ColonyHQ
Lisa MacLeod	Times Media
Cathryn Reece	24.com
Chris Borain	Mail & Guardian
Renato Balona	Daily Sun
Tanya Pamplone	Media Hack Collective
Jannie Momberg	Jannie Momberg
Lynne O'Connor	ENCA

Gamers	
Jury Chair: Johann von Backstrom	Telkom Digital Gaming League
Zaid Kriel	IGN Africa
Danielle Moolman	Mondia Media South Africa
Glen Gillis	SeaMonster
Colin Webster	Mind Sports South Africa
Geoffrey Tim	Lazygamer

Innovators & Engineers	
Jury Chair: Graham Talbot	Gloo@Ogilvy
Nevo Hadas	&Innovation
Saul Kropman	SLV&CO
Adrien Dawans	NATIVE VML
Nathan Gates	Freelance Creative technologist

Special Honours	
Jury Chair: Miles Murphy	Liquorice
Catherine Murray	Creative Spark
Jason Xenopoulos	NATIVE VML
Jarred Cinman	NATIVE VML
Gareth McPherson	Publicis
Claire Cobbledick	Gumtree
John Dixon	Saatchi & Saatchi
Chris Borain	M&G
Josephine Buys	IAB SA

Specialists	
--------------------	--

Yaron Assabi	Digital Solutions Group
Andrew Felbert	WhySatisfy
Leila Davies	World Wide Creative
Shane Joseph	World Wide Creative
Denvor Daniels	Vodacom
Henk Pieterse	Allan Gray
Andre van Niekerk	Nespresso
Adam Whitehouse	NATIVE VML
Greg Russell	Injozi
Coenraad Sutton	Unknown
Ivo Brodnik	Qdivision
Sean Wilson Smith	Solo Content
Jason Smit	Saatchi Synergize

For more information, visit <http://iabsa.net/>

For more, visit: <https://www.bizcommunity.com>